



SAP Hybris (v)

The 2017 SAP Hybris Consumer Insights Report

# India: The dating game



Run Simple

# Introduction

## Consumer insights help brands find love

Digital innovation has transformed the way we live: how we communicate, shop, pay bills, study and work. It's also changed how we find love. It's now commonplace to look to apps like Tinder to find possible partners<sup>1</sup>, as online dating offers more choice and opportunities. **But finding and developing a long lasting relationship is a longer and trickier road.**

Brands are also looking for love too, as the way consumers interact and make purchases with them has drastically changed. Consumers are getting pickier, and loyalty is a dwindling attribute in the fast-paced digital economy. People have the ability to research and identify the best offering, whether they're shopping for clothing, cars or an accountant. To win the love of consumers, brands must look and act their best at all times.

That's why we developed the SAP Hybris Consumer Insights Survey in March 2017: to help brands better understand consumers and set a stronger path forward to keep them coming back. The survey asked over 1,000 Indian consumers questions that uncovered how they feel about engaging with brands, including data collection, privacy and customer response.

The results for India make up part of a bigger picture, as the full survey canvassed over 7,000 consumers across Asia Pacific that also included Australia, Singapore, Thailand, Japan, South Korea and China . The statistics and results were extensive, so we've produced a report to help brands navigate the state of digital consumer engagement and preferences in the region.

Consumers across all countries confirm what we already know: customers are empowered in the digital economy<sup>2</sup>. As a result, they expect brands to provide responsive, personalised customer service, while also expecting them to respect the personal data that's shared.

It's now up to brands to build a trusting relationship with consumers. No matter how or when they engage with customers, they need to show they understand what customers want. Each touch point should use data to provide a personal approach to customer service. Brands who fail to meet the ever-growing expectations of consumers do so at their own peril.

They say communication is key to every great relationship, and in this report you'll learn how important it is in India.

Read away,

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# India: potential love abounds

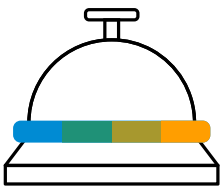
For brands to find love in India, first they need to understand it. This is a country that has captured the eye of global brands, due to its status as the 'fastest growing major economy in the world'<sup>3</sup>. This growth, along with government initiatives to bring its population online<sup>4</sup>, is fuelling massive demand for e-commerce: There are now 90 million online consumers in what is also the fastest-growing smartphone market in the world<sup>6</sup>. All of these stats and superlatives add up to a consumer market that will turn to brands that handle the high demand well.

To better understand the best ways for brands to navigate the needs of Indian consumers, the Consumer Insights Survey asked a cross-section

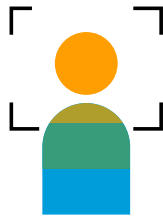
of over 1,000 people in India how they felt about data collection, customer response, privacy and interactions. Think of it as a 'dating profile' for brands, to help identify strategies to be the ideal partner: one that understands what consumers love and hate.

Consumers in India are the most willing to provide personal information to brands, with over nine out of ten willing to share some of their personal details. In return, they expect strong customer service: 64% expect a response to a customer service request within three hours. The pressure is therefore on brands to reward consumers with a customer-centric approach.

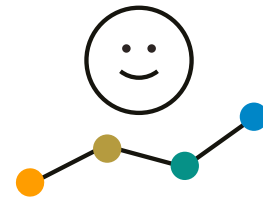
**But what does good customer service look like?** Indian consumers love it when brands respond quickly to queries, surprise them with discounts and giveaways, and demonstrate an understanding of their past history with the brand. Brands looking to win the hearts of shoppers in India should:



Deliver quick-response customer service via multiple online and offline channels.



Take a customer-centric approach to every interaction consumers have with brands.



Focus on establishing trust by being transparent when using collected data, and use data to reward customers via discounts and incentives.

Brands in India have the chance to deliver great customer service, and enjoy a stronger relationship in return. This relationship is one that understands a customer's preferences at all touch points, whether it's online or in-store. You can read more about this in the SAP Hybris APAC Consumer Insights Report.

**Let's dig deeper into the survey results and do a bit of 'relationship counselling' to help brands better understand the market in India.**

# India: sharing is caring

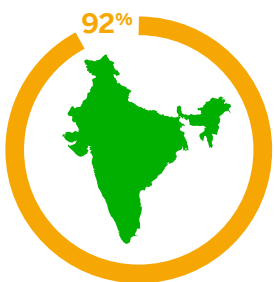
Getting to know each other and sharing information is the first stage in every relationship. Brands are now trying to learn more about consumers through data collection, and those in India are happy to oblige. An overwhelming 92% stated they are willing to share some information locally. This figure dropped to 87% if consumer information is going across borders.

Of all seven countries involved in the survey, India is the most open to sharing. Email addresses were listed as the data they are most willing to share, but over half of survey participants were also willing to provide shopping history, mobile number and financial information — substantially more than Australia, China, Japan, South Korea,

Thailand and Singapore ([check the SAP Hybris APAC Consumer Insights Report for a breakdown](#)). Over a third were happy to provide access to social media accounts. This reflects shifts in spending behaviour in India, where online shopping is offering more selection for consumers<sup>6</sup>.

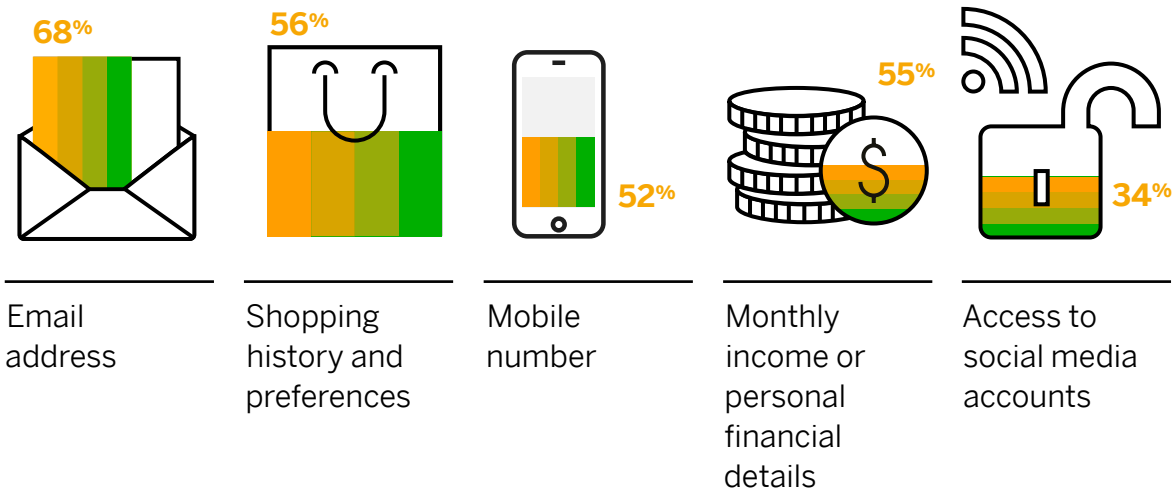
Relationships are a two-way street. Consumers may be willing to share information, but they want brands to protect it on their behalf. Consumers in India want brands to protect their interests and be transparent with how data is used, as seen in the survey's results. Brands need to always prove themselves trustworthy to consumers.

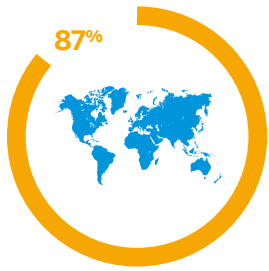
## SURE, I'LL SHARE MY INFORMATION WITH YOU...



92% of Indian respondents were **willing to share some information** with brands

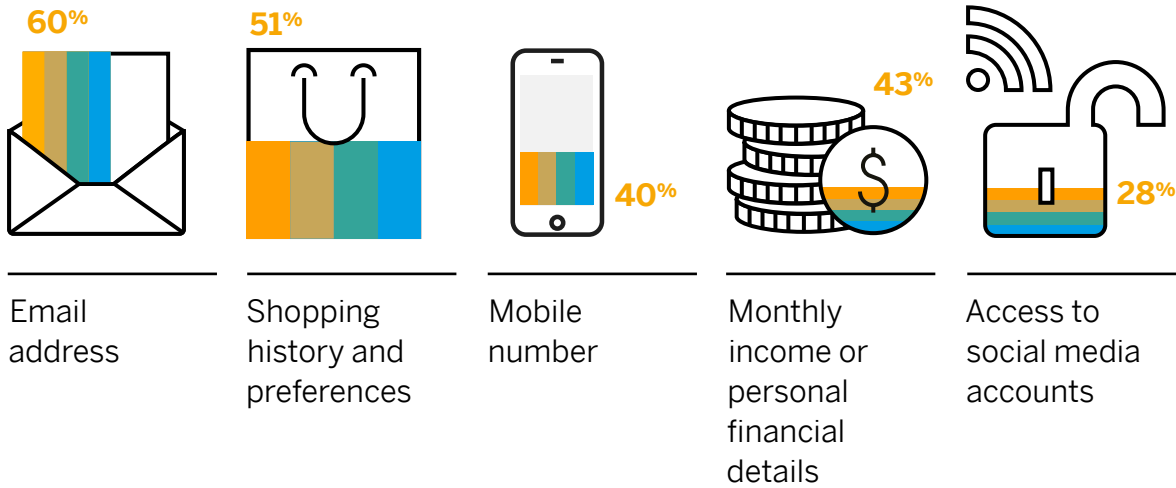
## YOU CAN HAVE MY ...





87% of respondents in India were willing to share some information with brands **across borders**.

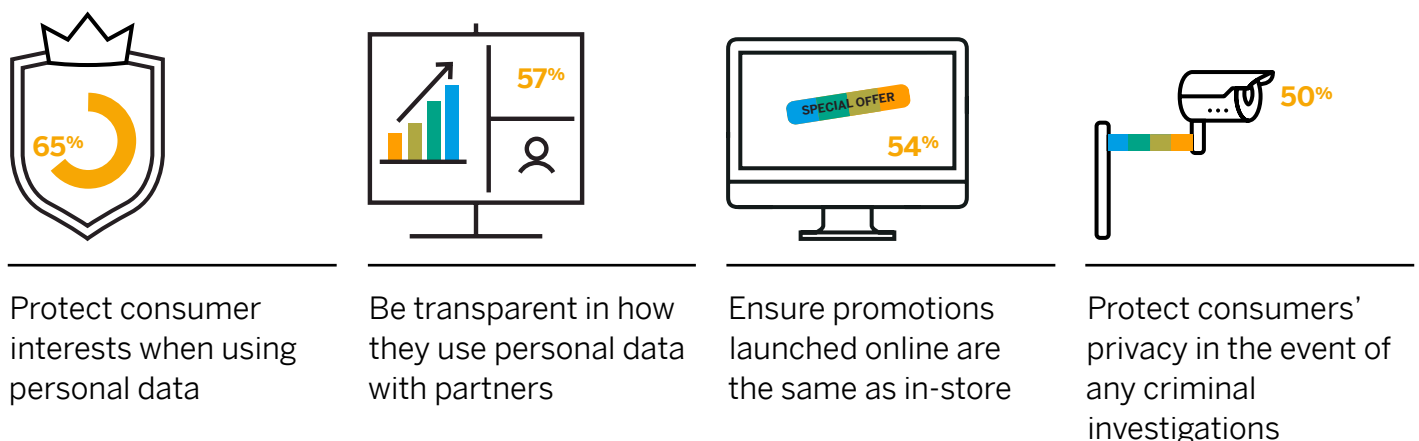
**YOU CAN HAVE MY DATA (WITH BRANDS ACROSS BORDERS)...**



**CONSUMERS IN INDIA ARE NOT WILLING TO SHARE (LOCALLY) ...**



**... HERE'S WHAT THEY EXPECT BACK IN RETURN**

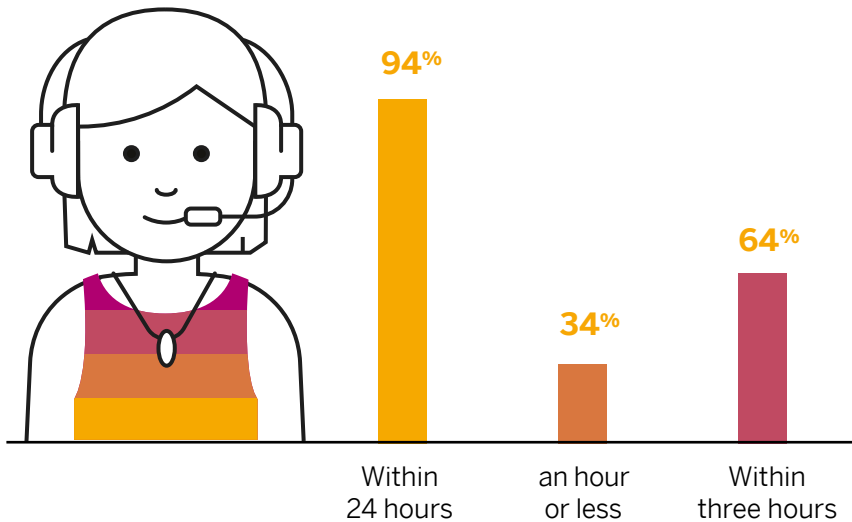


# India: don't leave them hanging

One survey result that jumped off the page was the growing importance of responding to consumers, and fast! India-based consumers don't expect to be kept waiting, with over a third looking for a brand to respond to a request within just one hour. Nearly all respondents to the survey (94%) want to hear back from brands within 24 hours.

With increased mobility offered by social platforms, there are more ways for consumers to connect. Facebook and Twitter are now doubling as customer service counters for time-poor consumers looking for help and answers<sup>7</sup>. This pushes demand back to brands to respond more quickly to customers seeking help. If a brand doesn't have the ability to respond quickly, or offer a variety of contact channels, consumers will turn to one who does.

## HOW LONG MUST I WAIT? CONSUMERS WHO EXPECT RESPONSE...



“Nearly all respondents (94%) **want to hear back from brands** within 24 hours.”



# Make it personal

Responding quickly is important, but brands need to ramp up their efforts and provide an increasingly personalised approach. If a consumer trusts a brand with their personal information, they expect to be rewarded. This could be through giveaways, personalised customer service, discounts or product recommendations. What is offered to customers should match their preferences and be considered valuable: It needs to be personalised. This will drive repeat business.

What do Indian consumers see as personalised service? In particular, they enjoy receiving surprises: value-added perks in the form of discounts and giveaways, which was the top response by half of those surveyed. Beyond free stuff, consumers want to know brands can save

them time and hassle when responding to customer service queries. If a consumer is requesting customer service from a brand, nearly half of those surveyed expect responses that demonstrate a clear understanding of a consumer's history with the brand.

Great customer service clearly is the cornerstone to an ongoing relationship. The responses to the Consumer Insights Survey point to consumers who look for brands more and more that can demonstrate the value of their ongoing relationship: one that shows an ongoing appreciation of customers' needs. Indian shoppers will give the information brands seek, if brands return trust with ongoing value and quick, low-fuss customer service.

## SHOW ME THAT YOU CARE WHAT PERSONALISED SERVICE MEANS TO ME:



**50%** Receiving surprises from brands, like surprise perks, discounts and freebies



**48%** Appropriate responses to queries with full understanding of my history with brand



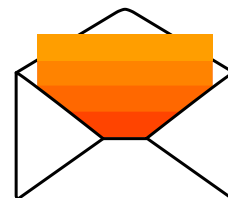
**44%** Value-added services



**37%** Receiving relevant product information



**33%** Getting post-purchase follow up customer service calls



**30%** Personalised emails or letters from brands

# India: it's time to break up

Relationships break down when trust is broken or neglected. The same is true for consumers and brands. For those in India, 74% would break up with a brand that misused personal data. Unresponsive customer service rated a very close second at 73%. The message is clear: respect data privacy and ensure brands have mechanisms across all channels to respond quickly to customer needs.

Consumers are very aware that they are providing data when they interact with brands, whether it's by enabling apps through their Facebook or Google+ accounts, joining in-store rewards programs, or making online purchases through PayPal. However, the onus is on brands to use data in a way that consumers feel comfortable: i.e., be transparent. WhatsApp and Facebook are facing a backlash for "misleading" the trust of its customers, and as a result are being held to account by multiple countries including Italy and Germany<sup>8</sup>.

To develop an ongoing relationship with consumer, brands must be clear and upfront with how collected data is used, and not just in their

terms of service. And it's important to make the most of this trust by exceeding a customer's needs when it comes to customer service. This means not treating all customers the same. This is the best chance brands have to differentiate from competitors, by giving consumers fantastic service that stands out.

In the meantime, brands shouldn't overcompensate for lack of customer service by overloading consumers with too much information. Receiving too many direct marketing and sales calls, and emails, ranked as the top two bothersome behaviours by brands in the survey. Consumers here also listed 'engaged in lengthy customer service support process' as the third most annoying behaviour.

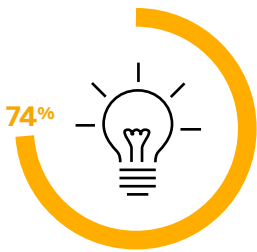
The challenge for brands is to understand that customers don't want to be flooded with unnecessary data: keep them updated with information only when it reflects their preferences. Like all harmonious relationships, brands should treat consumers with understanding and respect.



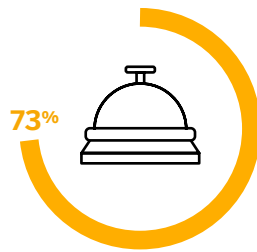


# It's over

## WHY CONSUMERS WON'T USE A BRAND AGAIN



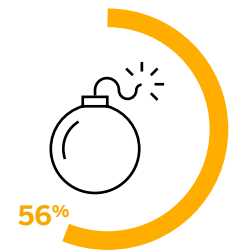
Using consumer data without knowledge



Unresponsive customer service



Spams unnecessarily



When a brand makes a mistake more than twice

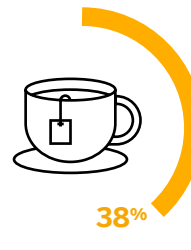
## BRAND BEHAVIOURS THAT BOTHER CONSUMERS MOST



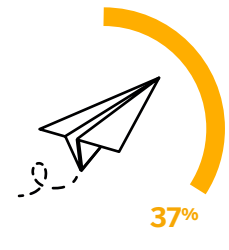
Receiving too many direct marketing and sales calls



Too many marketing and sales emails



Engaged in lengthy customer support calls



Getting irrelevant content push

## India: five ways to win hearts

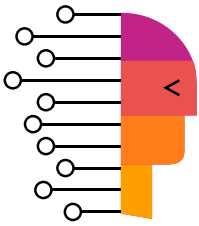
But what makes a great relationship? To start, there needs to be strong understanding—of needs, wants and goals. The Consumer Insights Survey confirmed that this is what consumers in India are looking for when dealing with brands. It's now up to brands to deliver. But how? And what?

Brands should drive business models that deliver a customer-centric approach, in every department, not just sales and service. Think of this as the heart of a business, with customer data being the blood pumped around the body,

delivering all the vital ingredients to not just survive, but thrive. This information delivers great customer service consistently, no matter where and how a customer engages with a brand.

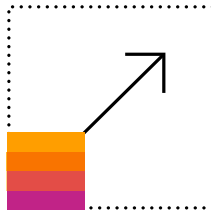
Investing in an end-to-end omnichannel solution will help drive better outcomes for customers, as well as businesses alike. This will take all available data and feed it across every department to make sure customers get the same great service, no matter who they talk to. How? By automating and providing the intelligence to drive the customer centric model.

## HOW AN END-TO-END OMNICHANNEL CLOUD SERVICE SHOWS CUSTOMERS THE LOVE:



1

Takes advantage of artificial intelligence and machine learning that work to create response mechanisms and intelligence into every channel to improve the customer experience.



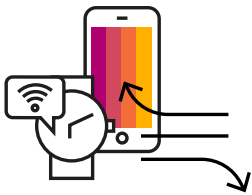
2

Supports an agile business model that can adapt quickly to an increasingly disruptive market.



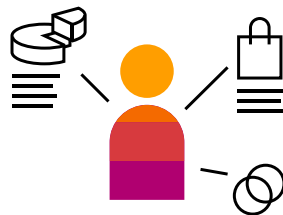
3

Delivers more services to customers that increases brand engagement by offering more touch points.



4

Drives mobility and digital delivery, supporting interactions with customers at every touchpoint.



5

Manages data and information collected from consumers in a way that is ethical, transparent and secure, instilling trust with the market and reinforcing a positive brand reputation.

A strong and healthy relationship doesn't happen overnight. It takes time, hard work, and a lot of communication. An end-to-end omnichannel solution that drives an innovative, customer-centric approach is one that will make sure your brand is always in the right place, at the right time. You just need to make the first move.

**Looking for more? The SAP Hybris APAC Consumer Insights Report offers more advice on how to win over customers in today's tougher market. [DOWNLOAD NOW](#)**

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